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AND SPACE ADMINISTRATION

NASA Web Portal

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Problem

- NASA Web does not present a comprehensive or engaging view of the Agency's important work
 - NASA Home Page is outdated.
 - 1997 design - low common denominator
 - Low bandwidth
 - Minimally capable browsers
 - NASA's Web is poorly organized
 - Reflects internal, not public, view of NASA
 - Informational cul-de-sacs and dead ends
 - Limited search
 - No central focal point for users



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Solution: NASA Web Portal

- New Design
 - Esthetically engaging
 - Multimedia intro/emphasis
 - Organized to reflect public view of content
- Draw best Web content from all of NASA
- News production capability w/in HQ PAO
- Explicit audience focus
 - Kids
 - Educators
 - General Public
 - Students
 - Media



+ ABOUT NASA

+ NEWS & FEATURES

+ EVENTS

+ MULTIMEDIA

+ MISSIONS

For Kids



For Students



For Educators



For Media & Press



FIND IT @ NASA:

START SEARCH



IMPROVE LIFE HERE



EXTEND LIFE TO THERE



FIND LIFE BEYOND



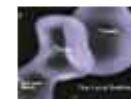
City-swallowing Sand Dunes

+ View feature



Mars Exploration: 2005 & Beyond

+ View feature



Near-Earth Supernovas

+ View feature



Earth Imitates Art

+ View feature



Raiding the Cosmic Pantry

+ View feature



Building Planets in Cyberspace

+ View feature



Helping Houston Study Air Pollution

+ View feature



Ion Engine to Open Up the Solar System

+ View feature



Feeding a Galactic Dragon

+ View feature

NASA NEWS

NASA EVENTS



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Implementation

- RFP released Aug. 22, 2002
- Initial downselect Sept. 2002
- Preliminary Design Review Nov. 2002
- Initial Deployment Feb. 1, 2003
- Usability Testing Feb. 2003
- Critical Design Review March 2003
- Full Deployment May 1, 2003



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Operation

- Policy governed by Editorial Board
 - AA for Public Affairs, Chair, Portal Publisher
 - AA for Education
 - Reps from each Center, Enterprise
- Operations managed by Editor-in-Chief
 - Reports to Director of Media Services
 - Combination of "hands on" and automated updates



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Feb. 1 Deploy

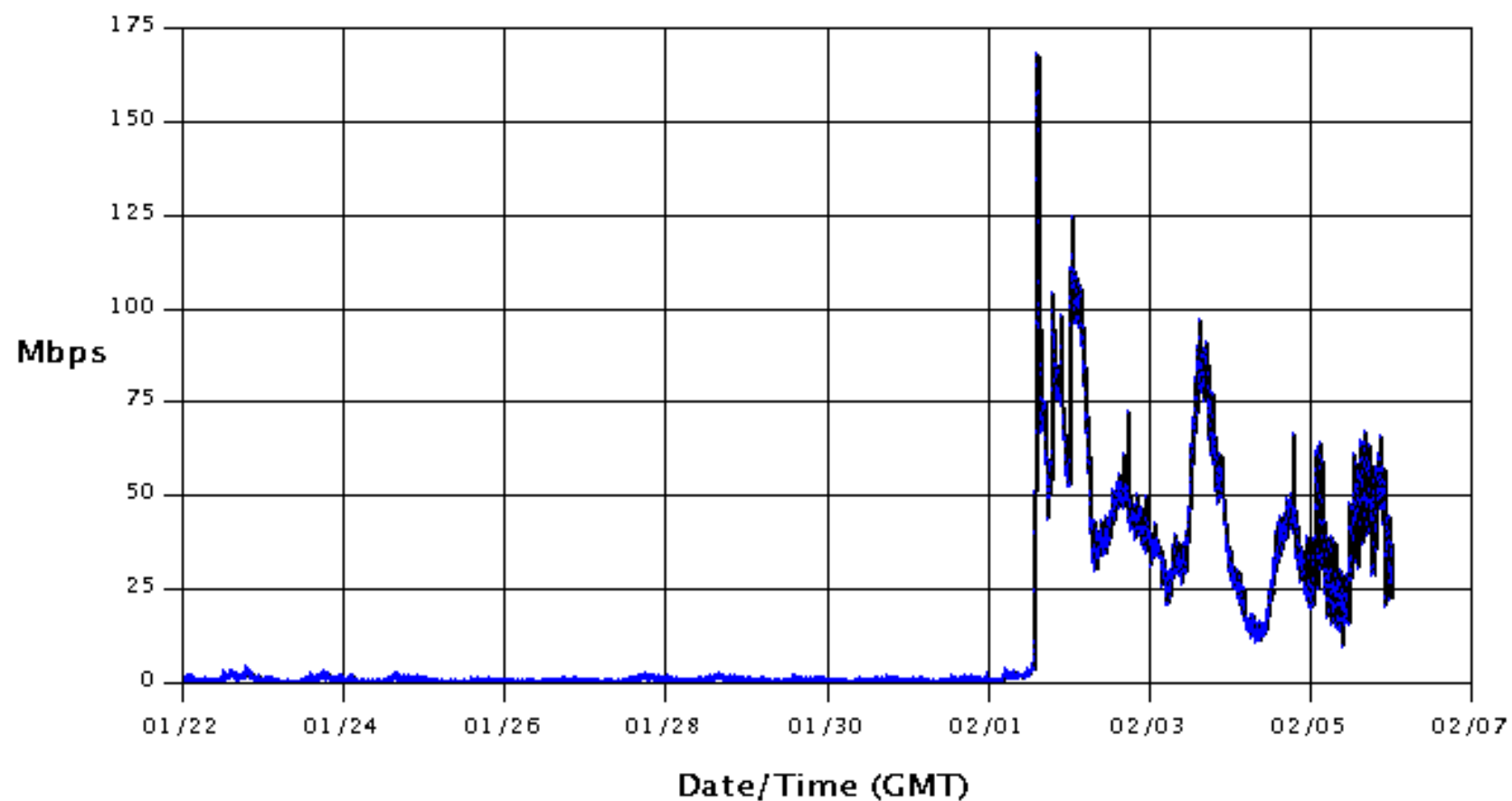
- Went live 11:45 p.m. EST Jan. 31
- Columbia lost 9 a.m. EST Feb. 1

Average Five Minute Bandwidth

Jet Propulsion Lab - NASA

ALL-SITES

01/22/2003 00:00 - 02/06/2003 00:59 GMT



Report Run Date: Fri Feb 7, 2003 14:20 GMT



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The Download

- Feb. 1: 74.8 million hits
 - Mars Pathfinder: 48 million hits on busiest day
- February: 512 million hits
 - Mars Pathfinder: \sim 750 million hits through end of mission



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NASA Television reported Saturday morning that communications were lost with Shuttle Columbia at approximately 8 a.m. EST over north-central Texas. Columbia was at approximately 200,000 feet altitude. Debris has been sighted in north central Texas. Search and rescue has been dispatched in Dallas-Fort Worth area.

News media covering the Space Shuttle should stay tuned to NASA Television, which is broadcast on AMC-2, transponder 9C, C-Band, located at 85 degrees West longitude. The frequency is 3880.0 MHz. Polarization is vertical and audio is monaural at 6.8 MHz.

New information, including the times and locations of press briefings, will be posted to this page.

[NASA Home Page](#)



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Customer Satisfaction Survey

Ratings	30-day avg 27 Feb	90-day avg 25 Jan	Comment
Customer Satisfaction	77.1	73.7	NASA moves to high- end of govt-site ratings
Content	82.1	80.8	Already good rating goes higher
Functionality	76.4	75.6	Small jump as users learn new site
Image	83.4	81.1	Already good rating goes higher
Look and Feel	80.0	72.8	Lgst. jump. Users like new look.
Navigation	73.3	69.1	Will improve as users learn site
Search	73.0	70.2	Continuing work to improve search
Site Performance	81.0	77.8	Reflects improved hosting system
Likelihood to Return	86.0	83.8	Already good rating goes higher
Recommend	81.2	79.3	Already good rating goes higher



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Web Developers Issues

- Content Selection, Importation
- Metadata
- Are other sites going away?
- Bottlenecks in content flow?
- What about my researchers?



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Content Selection, Importation

- “First 20” sites identified
- By Sept ‘03, content from 300 sites
- Emphasize content for public audiences -- not all “publicly accessible”
- Responsibility for content ID: site developer, ed board members, portal editor
- Importation into CMS can be automated at first level
 - Requires TAR files of HTML, associated objects



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Metadata

- Essential to maximize portal functionality
 - Search
 - Browsable directories
 - myNASA customization
- 1st 'final' version being developed by portal team; due this week
- Site developers help required
 - Existing metadata?
 - Conversion
 - Tagging



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Are Other Sites Going Away?

- Not explicitly because of the portal
- Interest in budget, CIO in determining potential savings from server consolidation
 - Data call Feb. 03
- Multiple audiences for many sites will need to be taken into account



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Bottlenecks in Content Flow ?

- Ideal is automation BUT
- Content must be audience appropriate
- Administrator's key audience: 12 to 15s
- Recommended approach to editorial board:
 - Top level at 12 to 15
 - NOT "dumbed down"
 - Multimedia
 - "Deeper" content more technical
 - NOT jargon



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What About Researchers?

- Explicitly not part of the portal audience
- Not interested in data sets
- Technical sites or content will be linked off lower levels of the portal